

SEP 25 1924 ✓

©CIL 20597 ✓

HER LOVE STORY ✓

Photoplay in 7 reels ✓

✓ From novel by Mary Roberts Rinehart ✓

Entitled "Her Majesty, the Queen" ✓

✓ Adapted by Frank Tuttle ✓

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S. ✓

"Her Love Story" is 7 reels—about 6750 ft. long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky

GLORIA SWANSON

"HER LOVE STORY"

An Allan Dwan Production

By Mary Roberts Rinehart

Screen Play by Frank Tuttle

A Paramount Picture

SEP 25 1924

PURPOSE: To Help You Sell the Picture

GLORIA SWANSON OFFERS YOU FORTY BOX OFFICE WINNERS

HEART-APPEALING STORY
OF LOVE, MOTHER-LOVE BY
MARY ROBERTS RINEHART

From "Her Majesty, the Queen"

"HER LOVE STORY" was written by Mary Roberts Rinehart, one of America's greatest novelists and the author of "Twenty-three and a Half Hours' Leave," "The Bat" and many other successes. Every one of her books is a best seller, and this story ran as a serial in Cosmopolitan Magazine (circulation 1,500,000) and is also published as a novel.

The editor of Cosmopolitan Magazine says of "Her Majesty, the Queen," from which the picture was adapted by Frank Tuttle, "It is the greatest dramatic story that has come into my hands in the past three years. It should make a great picture." *And it has!*

Leave it to Tuttle to get every last particle of picture material out of this great story, and let us tell you it's just crammed full, and leave it to Allan Dwan to bring the story to the screen in one of the most delightful productions you've ever seen our Gloria in.

And that's not all!

You'd think Paramount was offering exhibitors about everything in the line of a first class box-office attraction in this Allan Dwan production of Mrs. Rinehart's story, starring Miss Swanson, but when we back it up with a cast headed by Ian Keith, who looks enough like John Barrymore to be his twin, and who is equally as talented, as Gloria's new leading man—a cast which includes such big names as George Fawcett, Mario Majeroni, little Bertie Wales, Jane Auburn, a real Baroness and an honest-to-goodness General, together with ever so many more prominent stage and screen players, you'll know that you have a sure-enough money-maker if there ever was one.

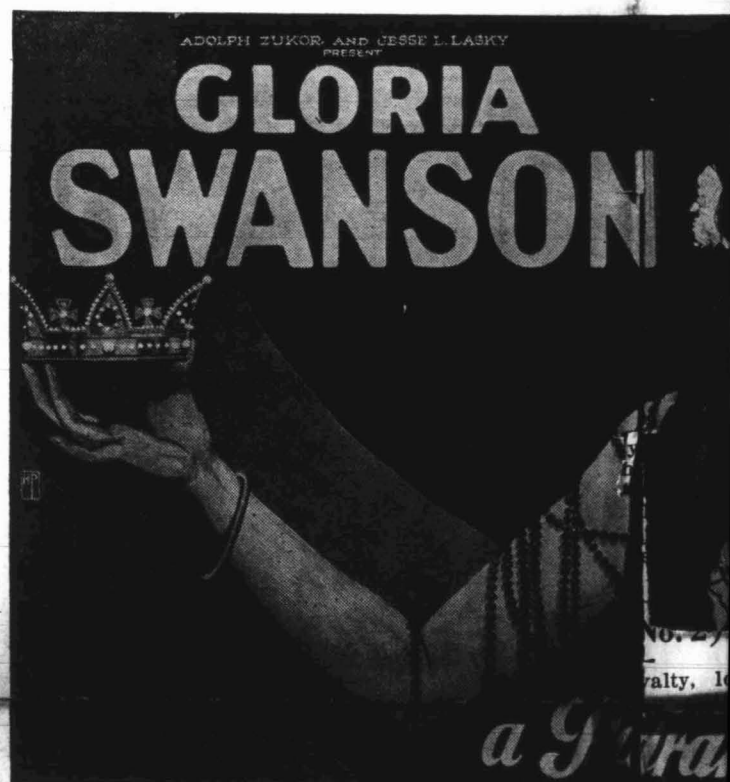
Cast

Princess Marie.....	GLORIA SWANSON
Capt. Rudi.....	Ian Keith
Archduke.....	George Fawcett
The King.....	Echlin Gayer
Prime Minister.....	Mario Majeroni
Archduke's Adviser.....	Sidney Herbert
Court Physician.....	Donald Hall
Lady-in-Waiting.....	Baroness de Hedemann
Clothilde (maid).....	Jane Auburn
The Boy.....	Bert Wales
Minister of War.....	Gen. Lodijensky

HERE is a great story worthy of the Gloria Swanson. No other woman can wear them, but also the Gloria Swanson.

This is Miss Swanson's second picture in THE FAMOUS and you know what a riot of a success that has been a son is the biggest feminine draw on the screen today. handled." It is as different in type from "Manhandled Bird." But it will be equally strong when it comes.

Miss Swanson's third picture in THE FAMOUS Wren. This will also be directed by Allan Dwan and What a trio of knockouts—"Manhandled," "Her Love Story," and "The Girl in the Red Velvet Robe."



Can You Use These

(Letter)

PARAMOUNT THEATRE.....

Dear Miss Soandso:

Every woman has a love story of her own to tell.

That's why we are writing this letter to say that GLORIA SWANSON and HER LOVE STORY are due at the..... next..... It's a Paramount picture, written by Mary Roberts Rinehart.

A beautiful young Princess in love with an officer of the guards—romance in a royal setting, marriage, complications. a star! What a story!

Here's Gorgeous Gloria at her gorgeousest, in an Allan Dwan production, supported by Ian Keith, George Fawcett and others.

Every woman in town will be down to see this one, so better early.

Sincerely,

....., Manager

A MOUNT

Anything in This Press Sheet May Be Reprinted

Joseph Zukor and Jesse L. Lasky present
GLORIA SWANSON
in
"HER LOVE STORY"
An Allan Dwan Production
By Mary Roberts Rinehart
Screen Play by Frank Tuttle
A Paramount Picture

SHEET

Help You Sell the Picture to the Public.

RS YOU ANOTHER FAMOUS WINNER IN "HER LOVE STORY"

of the Gloria Swanson—the Gloria who can not only wear clothes as no
m, but also the Gloria of fire, sincerity and emotional genius.

ond picture in THE FAMOUS FORTY Group. The first one was "Manhandled,"
ccess that has been all over the country. There is no doubt about it that Miss Swan-
on the screen today. "Her Love Story" is going to be just as fine a puller as "Man-
ype from "Manhandled" as "Manhandled" was from "Zaza" and "The Humming
trong when it comes to selling seats.

re in THE FAMOUS FORTY will be "Wages of Virtue," from the novel by Percival
d by Allan Dwan and adapted by Forrest Halsey, who did "The Humming Bird."
anhandled," "Her Love Story," "Wages of Virtue!"

PUTTING IT OVER RIGHT

If you thought "Manhandled" was just about the greatest box-office title ever, take a look at "Her Love Story".

Here's Mary Roberts Rinehart's latest story, which, at this writing, has yet to be published, but by the time this picture reaches you it will have appeared as both a novel and a serial in Cosmopolitan Magazine under the title, "Her Majesty, the Queen".

Naturally the foremost selling argument for any Swanson picture is Gloria Swanson, and when Gloria appears in a production like "Her Love Story", the audience-appeal is doubled. Play up Gloria to the limit. She means more to the fans than any title ever could!

Here's a book store tie-up right off the bat. How about a "Love Story" Week? "And the greatest of all is HER LOVE STORY at the..... Theatre." Get your dealers to make window displays of Mrs. Rinehart's novels, not only this one—she has written dozens of others just as successful.

Mailing card: "Gloria Swanson will be in.....next..... to tell HER LOVE STORY. Keep an eye out for her."



Twenty-Four Sheet Poster 24A

Gloria's gowns—more beautiful than ever before! There's a bridal outfit in the picture said to be worth every cent of \$98,000. What a tie-up this would make with the modiste shops in your town! Gloria is, grantedly, the best-dressed woman on the screen, and in this picture the women will go silly over her.

For a prologue—a couple of gypsy musicians.

Then how about having your ushers dressed as court attendants, lobby gotten up castle effect, etc.!

Get a picture of Ian Keith, Miss Swanson's new leading man. "Who is it?" Nine out of ten will say John Barrymore. Then tell them.

As for novelty, can you imagine Gloria with beautiful flowing hair falling to her waist! What a contrast to the Gloria of "Manhandled"—the Gloria of the chic boyish bob. Here's a stunt. Get

These?

Brief Picture Facts

Star
GLORIA SWANSON.

Producer
Allan Dwan, who made "Robin Hood," "Zaza," "A Society Scandal" and "Manhandled."

Author
Mary Roberts Rinehart, perhaps the foremost woman writer in the country. Any number of her stories have been transferred to the screen, and not one has known a failure.

Scenarist
Frank Tuttle. He also wrote the scenario of "Manhandled."

Cameraman

THEATRE.....192

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The editor of Cosmopolitan Magazine says of "Her Majesty, the Queen," from which the picture was adapted by Frank Tuttle, "It is the greatest dramatic story that has come into my hands in the past three years. It should make a great picture." *And it has!*

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And that's not all!

You'd think Paramount was offering exhibitors about everything in the line of a first class box-office attraction in this Allan Dwan production of Mrs. Rinehart's story, starring Gloria Swanson, but when we back it up with a cast headed by Ian Keith, who looks enough like John Barrymore to be his twin, and who is equally as talented, as Gloria's new leading man—a cast which includes such big names as George Fawcett, Mario Majeroni, little Bertie Wales, Jane Auburn, a real Baroness and an honest-to-goodness General, together with ever so many more prominent stage and screen players, you'll know that you have a sure-enough money-maker if there ever was one.

Cast

Princess Marie.....	GLORIA SWANSON
Capt. Rudi.....	Ian Keith
Archduke.....	George Fawcett
The King.....	Echlin Gayer
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Archduke's Adviser.....	Sidney Herbert
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Lady-in-Waiting.....	Baroness de Hedemann
Clothilde (maid).....	Jane Auburn
The Boy.....	Bert Wales
Minister of War.....	Gen. Lodijensky

Synopsis

Gloria, as Princess Marie of the tiny Balkan kingdom of Vlatavia, falls deeply in love with Capt. Rudi, handsome young officer of the King's guards. It is hopeless from the first, especially when her father, the Archduke, decides the Princess would make a satisfying Queen for the reprobate King of Mergovina, a neighboring country. The Archduke hopes that such a marriage will greatly en-

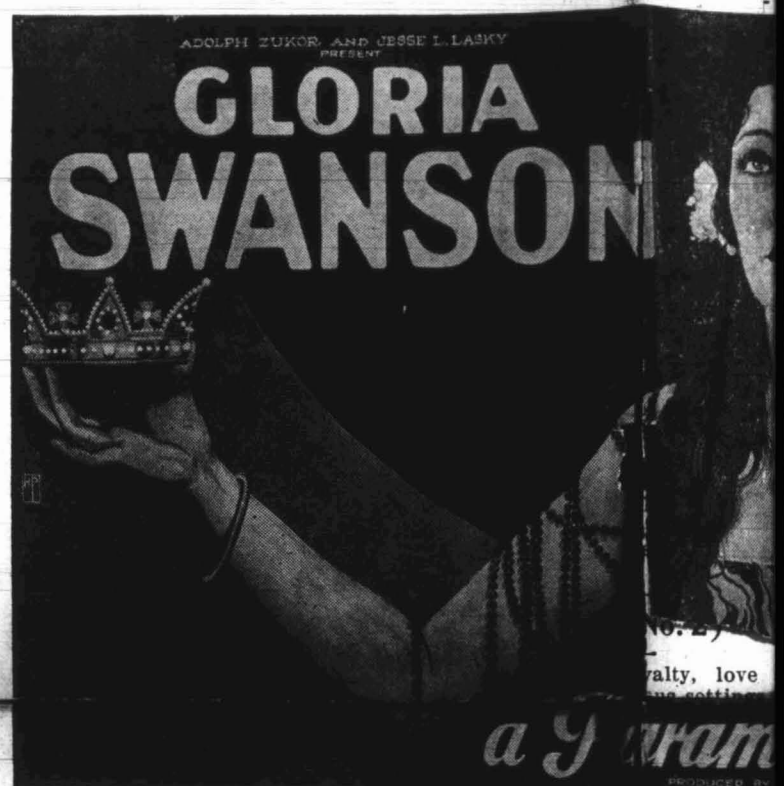
Hoping to avert Fate, Rudi and the Princess are secretly married by a gypsy, so when the Duke informs his daughter, she tells him she is already married to Rudi. Rudi is sent to join a regiment in Australia. The duke ignores the existence of the gypsy marriage, and the royal wedding takes place.

A child is born to the Queen—Rudi's child. The king celebrates the birth of his "heir." The Queen, too honest to live a lie, tells him the boy is Rudi's. The King keeps the boy, but orders the Queen confined in an old castle. Rudi returns and helps the Queen to escape.

Later they hear of the child's illness and go to the castle. Rudi holds off the King's guards while the Queen escapes with her son. In a storm she makes for the castle of her father. She finds that the old man's mind is gone. A physician tells them that the boy is in no danger.

The King dies, and the boy is about to occupy the throne when the Queen makes the startling announcement that the child is Capt. Rudi's, and all she asks is to be able to leave the country with her husband and child. Capt. Rudi falls on his knees and begs the Queen's forgiveness for any doubts he may have had concerning the boy. Later the couple, with their child, leave for a neighboring country and happiness.

Miss Swanson's third picture in **THE FAMOUS** F Wren. This will also be directed by Allan Dwan and a What a trio of knockouts—"Manhandled," "Her Love



Can You Use These?

(Letter)

PARAMOUNT THEATRE.....192

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Every woman has a love story of her own to tell.

That's why we are writing this letter to say that GLO SWANSON and HER LOVE STORY are due at theThea next..... It's a Paramount picture, written by Mary Rob Rinehart.

A beautiful young Princess in love with an officer of the Kin guards—romance in a royal setting, marriage, complications. W a star! What a story!

Here's Gorgeous Gloria at her gorgeousest, in an Allan Dwan p duction, supported by Ian Keith, George Fawcett and others.

Every woman in town will be down to see this one, so better arr early.

Sincerely,

....., Manager.

(Postcards)

.....192

Dear Miss Allen:

She had a host of dukes and lords and even kings, with all th wealth and power, from which to select a husband, and she chos captain of her father's guards—for love.

A more delightful tale than "Her Love Story" has yet to reach screen. Gloria Swanson is the star, and that just about makes picture entertainment-plus.

Will you be there? You bet!

Sincerely,

.....192

Dear Miss Corbin:

Gloria Swanson in "Her Love Story".

Just as interesting as it sounds. Gloria as the darling of colorful court of the little kingdom of Vlatavia, with the world at feet—forced to marry against her will, and everything turned denly black until—

But that's "Her Love Story", due at theThe on.....

Of course, it's a Paramount!

Program Shorts

Her Highness, Gloria!

Gloria Swanson is a real queen (take it any way you like) in her Allan Dwan Paramount production, "Her Love Story."

With a queen, couple of kings and a cast that stands ace-high with fans, here's a picture bound to play to a full house every day of its. "Her Love Story," starring Gloria Swanson.

Gloria—gowns—the names are synonymous. And "Her Love St finds Miss Swanson right in her element.

Lords and ladies, silks and satins, castles and courtiers, here's a picture, gorgeously produced, splendidly directed, magnificently acted. V more could one want?

"Her Love Story"—Mary Roberts Rinehart's "Her Majesty, the Que come to life! Here's the most pleasing romantic drama you've see months. And with Gloria Swanson as the star! You'll be missing so thing if you miss this one.

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Manhandled," "Her Love Story," "Wages of Virtue!"



Twenty-Four Sheet Poster 24A

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Author

Mary Roberts Rinehart, perhaps the foremost woman
writer in the country. Any number of her stories have been
transferred to the screen, and not one has known a failure.

Scenarist

Frank Tuttle. He also wrote the scenario of "Man-
handled."

Cameraman

George Webber.

Cast

Ian Keith, a newcomer to Paramount audiences as
Gloria's leading man; George Fawcett, Echlin Gayer, Mario
Majeroni, Sidney Herbert, Donald Hall, Baroness de Hede-
mann, Jane Auburn, Berty Wales, Gen. Lodijensky.

Type of Story

Appealing love tale laid in an atmosphere of royalty
made human—a colorful court romance between a beautiful
princess and a member of the king's guard out her

Appeal

Gloria Swanson in a role just the opposite of the one she
portrayed in "Manhandled." Versatile? That describes
Gloria to a "T". You'll hardly recognize in Princess Marie
in "Her Love Story," the Tessie McGuire of "Manhandled."
Here is Gloria's most ambitious screen work, and audiences
are going to be quick to recognize it.

Big Scenes

We couldn't begin to name them all. The scenes amid
the royal pomp of the king's palace offer a wide opportunity
for sumptuous settings and gorgeous gowns. But these by
no means smother the sensationally strong story of love and
mother-love which Miss Swanson has portrayed to its most
vivid limits.

Gloria's overwhelming love for her boy and the con-
flict in her soul between her desire to save him for herself
alone and her ambition to have him king; Gloria's continued
love for the handsome young guardsman and their desper-
ate struggle for happiness; the reunion of mother, son and
lover amid the terrific turmoil of a revolution and the final
rosy and audience-satisfying ending, make a picture that sur-
passes even "The Humming Bird" for absorbing interest,
tingling thrill and colorful settings.

Here's Mary Roberts Rinehart's
latest story, which, at this writing,
has yet to be published, but by the
time this picture reaches you it
will have appeared as both a
novel and a serial in Cosmopolitan
Magazine under the title, "Her
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Naturally the foremost selling
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Here's a book store tie-up right
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this one—she has written dozens
of others just as successful.

Mailing card: "Gloria Swanson
will be in.....next.....
to tell HER LOVE STORY. Keep
an eye out for her."

Gloria's gowns—more beautiful
than ever before! There's a bridal
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worth every cent of \$98,000. What
a tie-up this would make with the
modiste shops in your town! Glo-
ria is, grantedly, the best-dressed
woman on the screen, and in this
picture the women will go silly
over her.

For a prologue—a couple of
gypsy musicians.

Then how about having your
ushers dressed as court attendants,
lobby gotten up castle effect, etc.!

Get a picture of Ian Keith, Miss
Swanson's new leading man. "Who
is it?" Nine out of ten will say John
Barrymore. Then tell them.

As for novelty, can you imagine
Gloria with beautiful flowing hair
falling to her waist! What a con-
trast to the Gloria of "Manhand-
led"—the Gloria of the chic
boyish bob. Here's a stunt. Get
a still from "Manhandled", an-
other from "Her Love Story."
Then, "Which do you prefer?"
The idea works both ways—"Get
the Glorious Gloria bob", or
".....'s justly-famous perma-
nent wave."

Newspaper teaser campaign:
Name the ten most famous love
stories of history. Then, "The
most famous of modern times—
HER LOVE STORY at the....."

Get readers to submit true love
stories. You could offer prizes,
free tickets, etc.

Run one of the publicity stories
on the third page, which carries a
synopsis of the picture up to a
certain point, under the head GLO-
RIA SWANSON — HER LOVE
STORY.

Then any number of ads along
the line "Have you heard HER
LOVE STORY?"

And that's not half of what you
might do on this picture. It's a
typical Swanson attraction. The
only difference in this one is that
it is going to make more money
than any of the others. And,
remembering "Zaza", "The Hum-
ming Bird", "A Society Scandal",
"Manhandled", that's saying
something!



Gloria Swanson in "Her ADS THAT WILL GET THE E

Your exchange has mats of all the ads and production scenes; also cuts of on

GLORIA SWANSON

AN
ALLAN DWAN
PRODUCTION
PRESENTED BY
ADOLPH ZUKOR AND JESSE L. LASKY

GLORIA as a charm-
ing Balkan Prin-
cess in the sweetest love
story ever told. Found-
ed on Mary Roberts
Rinehart's action-
romance. With a high-
grade cast, including
Ian Keith, George Faw-
cett and Mario Majer-
oni.



"HER LOVE STORY"

Four-column Newspaper Advertisement 4A. Mats 25c at Exchanges.

Halftones are
55-screen and
perfect



Gloria Swanson and Ian Keith in the Allan Dwan Production
"Her Love Story" A Paramount Picture
Two-column Production Mat 2P

SWANSON IN "HER LOVE STORY"

My own Sweetheart:-
They have forbidden me
seeing you again
because you love



WE ran out of superlatives prais-
ing "A Society Scandal" and
"Manhandled." Now Gloria Swan-
son tops them both with "Her Love
Story." And where, oh, where can
we find words to describe it?

Gown upon gown, thrill upon
thrill, dazzling beauty and heart-
piercing drama—"Her Love Story"
IS her greatest picture!

Cast
includes
Ian
Keith,
George
Fawcett
and
Mario
Majeroni

By Mary Roberts Rinehart - - Screen play by Frank Tuttle

Two-column Supplementary Press Ad 2AS

AN
ALLAN DWAN

son in "Her Love Story"

THE EYE AND THE MONEY

in scenes; also cuts of one, two and two-supplementary ads. Price List, Page 4.



A
Paramount
Picture

A
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR AND
JESSE L. LASKY

GLORIA'S ca-
reer - crowning
triumph. A new-
type romance which
stirs the heart, feasts
the eye, and enter-
tains mightily.

GLORIA SWANSON in "HER LOVE STORY," An Allan Dwan Production

By Mary Roberts Rinehart
Screen play by Frank Tuttle

Three-Column Newspaper Advertisement 3A. (Mats Only)



GLORIA
SWANSON in "HER
LOVE STORY"

AN ALLAN DWAN PRODUCTION
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY

A
Paramount
Picture

Two-column Supplementary Press Ad 2ASX

GLORIA
SWANSON in "HER
LOVE STORY"

Midget Cut 1MA

GLORIA SWANSON
in "HER LOVE STORY"

Midget Cut 1MB



Gloria Swanson in
"Her Love Story"
A Paramount Picture

Production Mat 1PB

Cast
includes
Ian
Keith,
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Fawcett
and
Mario
Majeroni

es prais-
al" and
a Swan-
er Love
ere can

ll upon
heart-
e Story"

Screen play by Frank Tuttle

tary Press Ad 2AS

Any one of these
three midgets for
only fifteen cents.

GLORIA SWANSON
in "HER LOVE STORY"

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT
GLORIA SWANSON

story ever told. Founded on Mary Roberts Rinehart's action-romance. With a high-grade cast, including Ian Keith, George Fawcett and Mario Majeroni.



"HER LOVE STORY"

Four-column Newspaper Advertisement 4A. Mats 25c at Exchanges.

Halftones are 55-screen and



Gloria Swanson and Ian Keith in the Allan Dwan Production "Her Love Story" A Paramount Picture
Two-column Production Mat 2P

SWANSON IN "HER LOVE STORY"

My own sweetheart—
They have forbidden me
seeing you again
love



An ALLAN DWAN PRODUCTION

WE ran out of superlatives praising "A Society Scandal" and "Manhandled." Now Gloria Swanson tops them both with "Her Love Story." And where, oh, where can we find words to describe it?

Gown upon gown, thrill upon thrill, dazzling beauty and heart-piercing drama—"Her Love Story" IS her greatest picture!

Cast includes Ian Keith, George Fawcett and Mario Majeroni

By Mary Roberts Rinehart - - Screen play by Frank Tuttle

Two-column Supplementary Press Ad 2AS

AN ALLAN DWAN PRODUCTION

PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY



GLORIA SWANSON IN "HER LOVE STORY"



AS good as "Manhandled?" Better! And so different! Don't, don't miss it!

Two-column Press Advertisement 2A



Gloria Swanson and George Fawcett in the Allan Dwan Production "Her Love Story" A Paramount Picture

Three-column Production Mat 2P

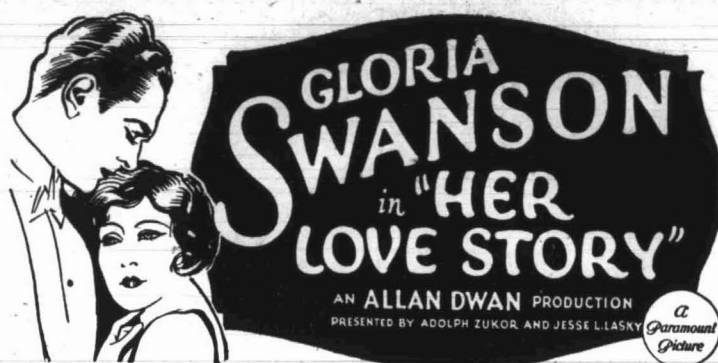
GLORIA'S career - crowning triumph. A new-type romance which stirs the heart, feasts the eye, and entertains mightily.

GLORIA SWANSON in "HER LOVE STORY"

An Allan Dwan Production

By Mary Roberts Rinehart
Screen play by Frank Tuttle

Three-Column Newspaper Advertisement 3A. (Mats Only)



Two-column Supplementary Press Ad 2ASX



Midget Cut 1MA



Midget Cut 1MB



Gloria Swanson in
"Her Love Story"
A Paramount Picture

Production Mat 1PB

Any one of these
three midgets for
only fifteen cents.

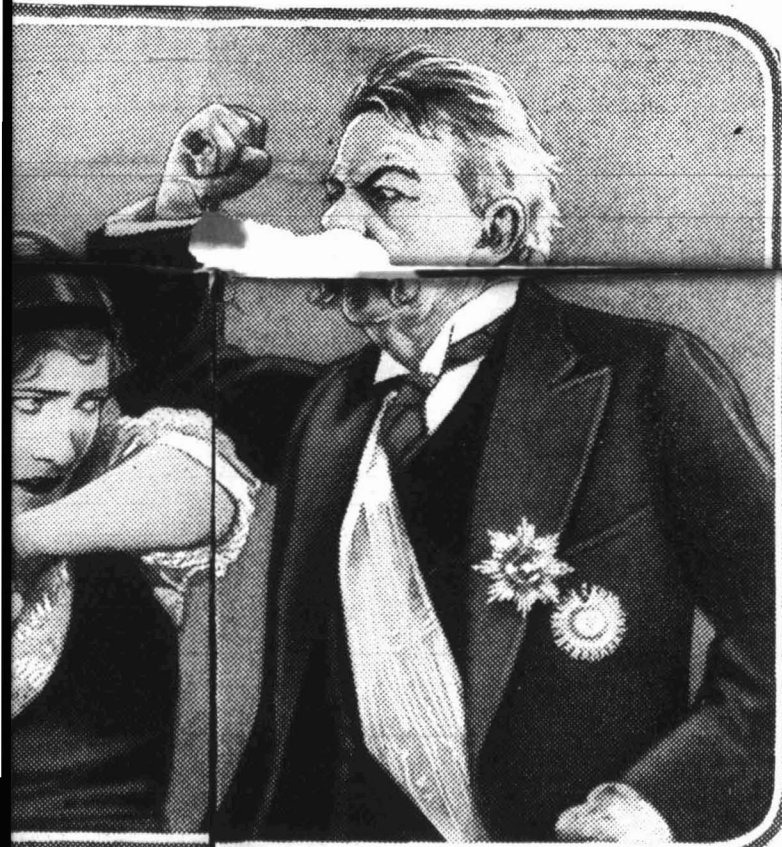


Midget Cut 1MC



MARY ROBERTS RINEHART'S
stirring story of the
secret romance behind a
throne. Gloria's best!

One-column Press Ad 1A



George Fawcett in the Allan Dwan Production "Her Love Story" A Paramount Picture



Gloria Swanson in
"Her Love Story"
A Paramount Picture

Production Mat 1PA

Three-column Production Mat 3P



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Cast
includes
Ian
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Fawcett
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Screen play by Frank Tuttle

entary Press Ad 2AS



Gloria Swanson in "Her Love Story"

STORIES TO GET YOU VAL

Clip the stuff you want on this page and send it to the editors. Additional p

Gloria Swanson— "Her Love Story"

THAT'S the title of Gloria's latest Paramount picture, an Allan Dwan production, which comes to the Theatre next. The story is an adaptation by Frank Tuttle of Mary Roberts Rinehart's novel and magazine serial, "Her Majesty, the Queen." Ian Keith has the leading man's role opposite the star, and others in the strong supporting cast include George Fawcett, Echlin Gayer, Mario Majeroni, Sidney Herbert and other big names well known on both stage and screen.

To voice the opinion of the editor of the magazine in which the story appeared, "Mary Roberts Rinehart is one of the most remarkable personalities in this country. If some man wrote all the novels, all the plays and all the perfectly wonderful stories that she's written, we—meaning we men—would all get up on our feet and say, 'here is one who can produce more fine work than any living human being.'

"But doing this—and a lot more—has been only one of Mrs. Rinehart's jobs. She has borne, trained, stimulated and launched five fine sons. And, between times, written 'The Man in Lower Ten,' 'Seven Days,' 'Bab,' 'Tish,' 'The Bat,' 'Dangerous Days' and so many others that I won't try to recite them all.

"And now she has written the tenderest love story in many a day."

Even that is putting it mildly. "Her Love Story" is said to be the best Swanson picture ever made, and when one recalls "The Humming Bird," "A Society Scandal," "Manhandled" and the others, this must be some picture. It's a story of a beautiful young princess, forced against her will to marry the reprobate king of a neighboring country. She is in love with a Captain of the King's guards. There are complications, dramatic scenes galore, with a smashing climax that will pull you right up out of your chair.

Gloria's New Leading Man in "Her Love Story"

Ian Keith, playing opposite Gloria

Swanson in the Allan Dwan production for Paramount, "Her Love Story," is not only one of the youngest leading men in motion pictures, but he also has the distinction of having reached that position through his work in the first motion picture he ever appeared in, "Manhandled." In "Manhandled," which also stars Gloria Swanson, Keith played the part of the young sculptor.

Keith is a product of the stage, making his debut in 1921 with William Faversham as the heavy in "The Silver Fox." Later he played in "The Czarina" and "As You Like It." He was then engaged for "Laugh Clown Laugh," and it was in this show that Gloria Swanson saw him and suggested that he be given the role of the sculptor in "Manhandled."

The youthful Keith—he is only 25 years old—is a tall, good-looking chap with wavy black hair and a profile like John Barrymore. And his ability to act is borne out by the fact that he made so much of his rather small part in "Manhandled" that he was chosen for his present role.

"Her Love Story," with George Fawcett, Echlin Gayer, Mario Majeroni and others playing in support of the star, opens a . . . days' run at

ADVANCE STORIES

Gloria Swanson Plays the Role of Queen in New Paramount Picture, "Her Love Story"

UNEASY lies the head that wears a crown." When Shakespeare wrote that classic line he little dreamed that a few hundred years later Mary Roberts Rinehart would echo that sentiment in a story called "Her Majesty, the Queen." It is also doubtful if Bill realized that Allan Dwan would produce a screen play based upon this story, and . . . none other than Gloria Swanson.

But that is exactly what has happened! And when the picture, "Her Love Story," comes to the Theatre next . . . for a . . . days' run, local film fans will have an opportunity to see glorious Gloria as a Queen! It is somewhat surprising to learn that in her long and varied screen career this is the first time that she has essayed this type of role. We have seen her as a society woman, a French girl, and in "Manhandled" she appeared as a New York shopgirl. And yet, if there is any luminary on the silver sheet who looks every inch a queen, surely it is Gloria Swanson!

"Her Love Story," adapted to the screen by Frank Tuttle, is a poignant, dramatic tale of love and mother love in the atmosphere of royalty, and proves that Kings and Queens are just like common mortals. Incidentally the photoplay shows that kingdoms and crowns are fast becoming relics of a bygone age.

If you have ever had a hankering to see what real dukes and earls and duchesses look like, don't fail to see this picture. Allan Dwan, the director, is a stickler for realism, and he insisted that the casting department provide him with genuine blue-blooded aristocrats, who could really act for the various supporting parts. Beside these, of course, there are such well-known players as Ian Keith, George Fawcett, Mario Majeroni and Donald Hall.

"Her Love Story" should satisfy everybody to the queen's taste!

Latest Swanson-Paramount Production Due to be Shown at the Rialto Theatre Very Soon

Of more than usual interest to picture patrons is Manager . . . 's announcement that "Her Love Story," starring Gloria Swanson, opens at the . . . Theatre, next . . . The story is based upon Mary Roberts Rinehart's novel, "Her Majesty, the Queen." The editor of the Cosmopolitan magazine, in which publication this story appeared, said of it: "Her Majesty, the Queen" is the greatest dramatic story that has come into my hands in the past three years. It should make a great picture."

The story deals with royalty, with kings and queens. In this photoplay Gloria has the role of a beautiful Princess who is forced into an unhappy marriage with a King. She has already given her heart to a handsome young captain of the guards to whom she was secretly wed. Later when she gives birth to an heir and the king learns that he is not the child's father, he has her sent away. Her subsequent experiences and sufferings are sympathetically brought out and prove that royalty are real humans after all.

It is the kind of a part that suits Gloria to a "T." It offers wide opportunities for strong, dramatic acting and at the same time gives Gloria a chance to wear some of the most stunning gowns.

Allan Dwan, who wielded the megaphone for several of Gloria's previous pictures, also directed this one. He has surrounded Miss Swanson with a superb supporting cast which includes Ian Keith, George Fawcett, Mario Majeroni and others equally well-known. Incidentally it may be of interest to mention that there are several real dukes and earls and duchesses in the picture so that the court scenes are absolutely true-to-life. You'll make no mistake if you pay the . . . a visit when "Her Love Story" comes to town.

"Her Love Story," Great Allan Dwan, Paramount Production, Starring Glorious Gloria Swanson

In her new Paramount picture, "Her Love Story," which is scheduled for an early showing at the . . . Theatre, Gloria Swanson proves the truth of that old adage: "Love makes the world go round." Of course, there are all kinds of Love, but it is safe to assume that the man or woman who first uttered those words of wisdom had in mind mother-love. Because mother-love is the only real, pure, genuine, unselfish love that will stand every acid test.

"Her Love Story" was adapted from Mary Roberts Rinehart's story, "Her Majesty, the Queen." Mrs. Rinehart, besides being one of the greatest of living novelists, has born and raised five sons, so that when she writes of mother-love, it is from the angle of a woman who is thoroughly familiar with her subject.

Those who read the story when it first appeared in the Cosmopolitan magazine will recall that it concerns the throbbing romance of a lovely little princess. She secretly marries the man she loves, a noble captain of the guards. But this marriage is disregarded by her

Press Reviews

(Review No. 1)

GLORIA SWANSON, in her latest Paramount picture, "Her Love Story," which opened at the . . . last night, furnishes ample evidence that Kipling knew what he was talking about when he said: "The Colonel's lady and Judy O'Grady are sisters under the skin." Only in Gloria's case it isn't a Colonel's lady but a Queen who shows us that under a thin veneer of roy. she is just

It may be . . . of a shock to a good many ordinary folks to learn life isn't all a bed of roses even to Queen. Of course she lives in a beautiful palace, she wears stunning clothes worth a king's ransom, she is surrounded by numerous servants who are ready to fulfill her slightest wish, but all these material luxuries mean nothing when she is separated from the one she loves.

"Her Love Story" is based upon Mary Roberts Rinehart's absorbing story, "Her Majesty, the Queen," adapted to the screen by Frank Tuttle. Gloria has the role of a princess who secretly marries a brave young captain of the King's guards. Her father disregards this marriage which was performed by a gypsy and forces her to marry the King. A son is born to her—the son of her guard man-lover. She confesses to the King that the child is not his. The result is that she is banished, and the King proclaims the boy as own.

How her overwhelming love for boy leads to greater sacrifices, desperate struggle for happiness with the one man whom she has never ceased to love and the final thrilling and satisfying ending are grippingly portrayed in a series of tense dramatic situations that tug at the heart strings.

Never has Gloria looked more beautiful or played her part with greater sympathy, sincerity and understanding. And that goes for the entire supporting cast, which includes Ian Keith, George Fawcett, Mario Majeroni and many others. Allan Dwan has given the screenplay an extravagant production that is a light to the eye. Such entertainment as "Her Love Story" affords is mighty rare and should not be missed.

(Review No. 2)

Romance and royalty, love mother-love, suspense, settings, gorgeous gowns, a warm, pulsating story, attractively filmed and expertly directed, and the center of all, surrounded by a tip-top cast, Gloria Swanson! These are the potent parts that go to make up hour and a half's solid entertainment, and they are assembled in photoplay, "Her Love Story" was shown for the first time in . . . last night at the . . . The

It will be many a day before screen sees another story of such absorbing interest, tingling thrill, colorful backgrounds. Mary Roberts Rinehart is responsible for the story which originally appeared in the Cosmopolitan magazine under the title "Her Majesty, the Queen," and Frank Tuttle adapted it to the screen. It concerns life and love story of a fascinating little princess whose beauty attracts the attention of the King of a neighboring country. In spite of the fact that she is in love with another handsome captain of the guards, she is compelled to marry the King. Later she gives birth to an heir son of her captain-lover whom she had secretly married. Too long live a lie she tells the King the truth. From that point the picture develops several sensational situations which eventually lead to a happy end.

Miss Swanson looks every inch a queen and gives a vivid characterization. Ian Keith is excellent

Gloria Swanson in "Her Love Story" Gives YOU VALUABLE PUBLICITY

the editors. Additional press sheets at your exchange if you need them.



Press Reviews (Review No. 1)

SPECIAL STORIES

From Hall Room to a Ball Room

Gloria Swanson Fascinating in Gorgeous Gowns in Screen Play of Mary Roberts Rinehart Story

GLORIA SWANSON caused many a heart to palpitate at the Paramount studio recently when she appeared in a \$100,000 bridal costume for her latest picture, "Her Love Story." To be exact, the outfit cost just \$98,000 and some "odd change" for shoes, stockings, etc. A tidy sum for one's wedding raiment, but then Miss Swanson

GLORIA SWANSON in the brief period it takes to make two pictures has bridged the gap between the bourgeoisie and royalty.

In "Manhandled," shown at the Theatre but a short time ago, Gloria was plain Tessie McGuire. Now she is Her Royal Highness, Princess Marie Louise Tavatrina Sagoia, (we'll call her the Princess for short) only daughter of the ruling

GLORIA SWANSON, in her latest Paramount picture, "Her Love Story," which opened at the Theatre last night, furnishes ample evidence that Kipling knew what he was talking about when he said: "The Colonel's lady and Judy O'Grady are sisters under the skin." Only in Gloria's case it isn't a Colonel's lady but a Queen who shows us that under the thin veneer of roy. she is just a

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How her overwhelming love for her boy leads to greater sacrifices, her desperate struggle for happiness with the one man whom she has never ceased to love and the final thrilling and satisfying ending are grippingly portrayed in a series of tense dramatic situations that tug at the heart-strings.

Never has Gloria looked more beautiful or played her part with greater sympathy, sincerity and understanding. And that goes for the entire supporting cast which includes Ian Keith, George Fawcett, Mario Majeroni and many others. Allan Dwan has given the screenplay an extravagant production that is a delight to the eye. Such entertainment as "Her Love Story" affords is mighty rare and should not be missed.

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Romance and royalty, love and marriage, sumptuous settings and gorgeous gowns, a warm, pulsating story, attractively filmed and expertly directed, and the center of it all, surrounded by a tip-top cast—Gloria Swanson! These are the component parts that go to make up an hour and a half's solid entertainment, and they are assembled in one photoplay, "Her Love Story" which was shown for the first time in Theatre last night at the Theatre.

It will be many a day before the screen sees another story of such absorbing interest, tingling thrill and colorful backgrounds.

Mary Roberts Rinehart is responsible for the story which originally appeared in the Cosmopolitan magazine under the title "Her Majesty, the Queen," and Frank Tuttle adapted it to the screen. It concerns the life and love story of a fascinating little princess whose beauty attracts the attention of the King of a neighboring country. In spite of the fact that she is in love with another, a handsome captain of the guards, she is compelled to marry the King. Later she gives birth to an heir—the son of her captain-lover whom she had secretly married. Too honest to live a lie she tells the King the truth. From that point the picture develops several sensational situations which eventually lead to a happy ending. Miss Swanson looks every inch a

was acting the role of a Balkan princess and was being married to a King! Allan Dwan, the director, decided that the outfit was to be the best obtainable in New York City, and it was.

Crowning the veil of antique duchess lace—an heirloom of the sixteenth century—was a coronet of pearls and diamonds set in platinum. The wedding gown was a gorgeous creation of fabrique metalac embroidered in gold and jewels. The train, which had a sweep of six and one-half yards by four yards, was fashioned of fabrique d'or and was elaborately encrusted with jewels, with the royal crest of gold in the center. The entire train was set off with a wide band of ermine.

What a gorgeous Gloria she was in this outfit! With her hand raised high she marched to the tune of a familiar wedding march right into the hearts of all who were privileged to watch the wedding scene of the picture. She will do the same thing for those who see her on the screen at the Theatre next when the picture opens a days' run.

And that's not the half of it!

Ian Keith, George Fawcett, Mario Majeroni, Donald Hall and others play in the all-star supporting cast. Frank Tuttle adapted the story to the screen.

Gloria a Radio Fan—Portable Set Entertains Motion Picture Players While on "Location"

The latest form of entertainment for picture companies on location is the radio. Gloria Swanson has purchased a new portable radio set that is the last word in such instruments and while on location up in the hills near Kensico, New York, she and Allan Dwan and other members of the company producing "Her Love Story," spent their time between shots listening to what the ether waves had to say.

Another Paramount company addicted to radio entertainment while away from the studio was Irvin Willat's troupe engaged in making scenes on Long Island sound. This company, headed by Agnes Ayres and Antonio Moreno, killed two birds with one radio, however. "The Story Without A Name," which is the title for Arthur Stringer's story until some lucky person wins \$5,000 for finding a better one, deals with the radio, so the set used in the picture is utilized for two purposes—entertainment and a part of the picture background.

"Her Love Story," an adaptation of the novel, "Her Majesty, the Queen," by Mary Roberts Rinehart, will be the feature at the Theatre on next. Ian Keith, George Fawcett and others appear in the strong cast.

Six Members of Famous Russian Regiment, the Cossacks, Play in Support of Gloria Swanson in "Her Love Story"

Six Russian refugees, former members of the most dreaded of Europe's fighting forces, the Cossacks, appear in the Allan Dwan production for Paramount starring Gloria Swanson, "Her Love Story." The men felt perfectly at home in their new surroundings at the studio as their work before the camera consisted of horse-back riding.

The Russians are far from looking like the terrible creatures pictured in the exaggerated reports of their appearance and fighting methods. The men are all tall, but of rather slender build. Possessing soft voices and sporting carefully groomed moustaches, the "Terrors of Europe" might easily pass for harmless Frenchmen.

Ian Keith, George Fawcett head the big cast playing in support of the star in this production, adapted to the screen by Frank Tuttle from the novel and magazine serial, "Her Majesty, the Queen" by Mary Roberts Rinehart. The picture opens a days' run next at the theatre.

Gloria Lived Life of Gypsy Making New Picture

Gloria Swanson experienced the life of the gypsies during the production of "Her Love Story," an Allan Dwan production and Miss Swanson's latest Paramount production, which will be shown next at the Theatre.

As the Princess in the production, Miss Swanson, against the wishes of her father, the archduke, is secretly married by a gypsy. The no-account King of a neighboring country, to whom the archduke has offered his daughter's hand with the idea of so enriching himself, however, disregards the gypsy ceremony and makes the

Archduke of Viatavia, for her new Paramount picture, "Her Love Story," which will be shown next

..... at the Theatre

Mary Roberts Rinehart, America's foremost woman novelist, wrote the story, a Balkan tale of Kings and nobles who are real human beings. Ian Keith, a welcome newcomer to the screen, has the leading male role in support of the star. George Fawcett and Mario Majeroni head the strong cast, which includes, among others, Echlin Gayer, Sidney Herbert, Donald Hall, Baroness de Hede-mann, Jane Auburn, little Bertie Wales and Gen. Lodijsky.

"Her Love Story" is a pleasing romance in a colorful setting, with Gloria wearing more beautiful gowns than ever before. Gowns and Gloria are spoken of in the same breath, when the women folk see the delightful creations in this picture!

If you thought Gloria was good in "Manhandled," you surely can't afford to miss her in "Her Love Story." Everyone who has seen it declares it's away out and beyond any of her other productions. And to say a picture is better than "Manhandled" is saying something.

Distinguished Players in Gloria's Latest Film

Visitors to the Paramount Long Island studio who like the hob-nob with people with titles got the thrill of their lives recently while Allan Dwan was producing Gloria Swanson's latest production, "Her Love Story." He had a whole flock of men and women working for him in various scenes of the picture who lay claim to titles from Baronesses to officers in the Imperial Russian Army. They appear in support of the star and principal players, Ian Keith, George Fawcett, Echlin Gayer and Mario Majeroni.

When notified that he was to make "Her Love Story," which is a Mary Roberts Rinehart story of the Balkan States, Mr. Dwan ordered the casting director to get as many true types as possible for use in the production. Two days later Mr. Dwan had signed the Baroness Franziska de Hede-mann, who spent many years in Roumania; Count Andre Tsapalos de Cernoviz, a Greek; Gen. Lodijsky, Majors Solihoff, Guirey and Natirboff, Captains Pankoff and Limansky and Lt. Maleff, all Russians who served in the Balkan States. The Baroness de Hedemann plays the role of Gloria's mother and also acted as adviser on all matters pertaining to court etiquette while Capt. Fred von Nansen, who was in the Austrian diplomatic corps stationed in Greece and Roumania, acted as technical director. The rest of the above mentioned have various parts in the picture itself.

"Her Love Story," adapted by Frank Tuttle from Mrs. Rinehart's novel, "Her Majesty, the Queen," opens a days' run next at the Theatre.

plays and all the perfectly wonderful stories that she's written, we—meaning we men—would all get up on our feet and say, 'here is one who can produce more fine work than any living human being.'

"But doing this—and a lot more—has been only one of Mrs. Rinehart's jobs. She has borne, trained, stimulated and launched five fine sons. And, between times, written 'The Man in Lower Ten,' 'Seven Days,' 'Bab,' 'Tish,' 'The Bat,' 'Dangerous Days' and so many others that I won't try to recite them all.

"And now she has written the tenderest love story in many a day."

Even that is putting it mildly. "Her Love Story" is said to be the best Swanson picture ever made, and when one recalls "The Humming Bird," "A Society Scandal," "Manhandled" and the others, this must be some picture. It's a story of a beautiful young princess, forced against her will to marry the reprobate king of a neighboring country. She is in love with a Captain of the King's guards. There are complications, dramatic scenes galore, with a smashing climax that will pull you right up out of your chair.

Gloria's New Leading Man in "Her Love Story"

Ian Keith, playing opposite Gloria Swanson in the Allan Dwan production for Paramount, "Her Love Story," is not only one of the youngest leading men in motion pictures, but he also has the distinction of having reached that position through his work in the first motion picture he ever appeared in, "Manhandled." In "Manhandled," which also stars Gloria Swanson, Keith played the part of the young sculptor.

Keith is a product of the stage, making his debut in 1921 with William Faversham as the heavy in "The Silver Fox." Later he played in "The Czarina" and "As You Like It." He was then engaged for "Laugh Clown Laugh," and it was in this show that Gloria Swanson saw him and suggested that he be given the role of the sculptor in "Manhandled."

The youthful Keith—he is only 25 years old—is a tall, good-looking chap with wavy black hair and a profile like John Barrymore. And his ability to act is borne out by the fact that he made so much of his rather small part in "Manhandled" that he was chosen for his present role.

"Her Love Story," with George Fawcett, Echlin Gayer, Mario Majeroni and others playing in support of the star, opens a days' run at the Theatre next

Six "Follies" Beauties in Latest Swanson Production

When Allan Dwan, who was making "Her Love Story" at Paramount's Long Island studio with Gloria Swanson in the starring role, came to that part of his script on the picture which called for six beautiful young girls to act as women of the court of the king of a mythical Balkan

Getting the pretty girls was easy enough, but pretty girls who can carry themselves with extreme grace are rare.

Mr. Dwan was about to give up the chase when he suddenly thought of the famous Broadway show which "glorifies the American Girl." Getting in touch with the casting director Mr. Dwan told him to get six girls who had had experience in Ziegfeld's Follies. The next day Yvonne Hughes, Vivian Vernon, Betty Williams, Vera Sisson, May Beck and Marie Shelton were passed before the critical eyes of the director and immediately engaged with the remark that if there was any place in New York where a girl had to acquire grace or lose her job it was with the Ziegfeld show. Even the Baroness de Hedemann, who plays in the picture and also assisted Mr. Dwan with advice on the customs of European royalty, had to admit that the girls would pass muster at any court reception.

Ian Keith is Miss Swanson's leading man in "Her Love Story," which will be the feature at the Theatre next to remain for days. There's a big all-star supporting cast playing in support.

"Her Love Story," adapted to the screen by Frank Tuttle, is a poignant, dramatic tale of love and mother love in the atmosphere of royalty, and proves that Kings and Queens are just like common mortals. Incidentally the photoplay shows that kingdoms and crowns are fast becoming relics of a bygone age.

If you have ever had a hankering to see what real dukes and earls and duchesses look like, don't fail to see this picture. Allan Dwan, the director, is a stickler for realism, and he insisted that the casting department provide him with genuine blue-blooded aristocrats, who could really act for the various supporting parts. Beside these, of course, there are such well-known players as Ian Keith, George Fawcett, Mario Majeroni and Donald Hall.

"Her Love Story" should satisfy everybody to the queen's taste!

Latest Swanson-Paramount Production Due to be Shown at the Rialto Theatre Very Soon

Of more than usual interest to picture patrons is Manager 's announcement that "Her Love Story," starring Gloria Swanson, opens at the Theatre, next The story is based upon Mary Roberts Rinehart's novel, "Her Majesty, the Queen." The editor of the Cosmopolitan magazine, in which publication this story appeared, said of it: "Her Majesty, the Queen" is the greatest dramatic story that has come into my hands in the past three years. It should make a great picture."

The story deals with royalty, with kings and queens. In this photoplay Gloria has the role of a beautiful Princess who is forced into an unhappy marriage with a King. She has already given her heart to a handsome young captain of the guards to whom she was secretly wed. Later when she gives birth to an heir and the king learns that he is not the child's father, he has her sent away. Her subsequent experiences and sufferings are sympathetically brought out and prove that royalty are real humans after all.

It is the kind of a part that suits Gloria to a "T." It offers wide opportunities for strong, dramatic acting and at the same time gives Gloria a chance to wear some of the most stunning gowns.

Allan Dwan, who wielded the megaphone for several of Gloria's previous pictures, also directed this one. He has surrounded Miss Swanson with a superb supporting cast which includes Ian Keith, George Fawcett, Mario Majeroni and others equally well-known. Incidentally it may be of interest to mention that there are several real dukes and earls and duchesses in the picture so that the court scenes are absolutely true-to-life. You'll make no mistake if you pay the a visit when "Her Love Story" comes to town.

"Her Love Story," Great Allan Dwan, Paramount Production, Starring Glorious Gloria Swanson

In her new Paramount picture, "Her Love Story," which is scheduled for an early showing at the Theatre, Gloria Swanson proves the truth of that old adage: "Love makes the world go round." Of course, there are all kinds of Love, but it is safe to assume that the man or woman who first uttered those words of wisdom had in mind mother-love. Because mother-love is the only real, pure, genuine, unselfish love that will stand every acid test.

"Her Love Story" was adapted from Mary Roberts Rinehart's story, "Her Majesty, the Queen." Mrs. Rinehart, besides being one of the greatest of living novelists, has born and raised five sons, so that when she writes of mother-love, it is from the angle of a woman who is thoroughly familiar with her subject.

Those who read the story when it first appeared in the Cosmopolitan magazine will recall that it concerns the throbbing romance of a lovely little princess. She secretly marries the man she loves, a noble captain of the guards. But this marriage is disregarded by her father who marries her off to a powerful King. A son is born to her—the son of her soldier-lover. Naturally the King is furious when he learns the truth, but his pride prompts him to proclaim the child as his own, altho to punish the Queen he banishes her. But mother-love is not to be denied, and the sorrows and sufferings and sacrifices of the Queen whose heart aches for her son furnish some tremendously thrilling moments.

Glorious Gloria plays the part of the Queen, and Allan Dwan, who produced the picture, has surrounded her with a capable cast. Among others you will see Ian Keith, George Fawcett, Mario Majeroni and Donald Hall.

We suggest mother see this picture! Sure, take Dad and the kiddies! T by it too!

Great Cast Supports Gloria in "Her Love Story"

Gloria Swanson's latest picture, "Her Love Story" boasts a truly extraordinary cast and it is due to the fact that Allan Dwan, who directed it for the Paramount organization, takes the word "realism" seriously. "Her Love Story" is based upon Frank Tuttle's adaptation of "Her Majesty, the Queen" by Mary Roberts Rinehart. It is a touching romance of love and mother-love in the atmosphere of royalty.

Gloria plays the part of the Queen. The other members of the all-star cast include such capable players as Ian Keith, George Fawcett, Mario Majeroni and Donald Hall. Now here's where Allan Dwan's mania for realism comes in. He wasn't satisfied to have merely actors, no matter how able, interpret the various roles. He wanted the genuine, dyed-in-the-wool, born-to-the-manner nobility—men and women who were just as much at home in a European court as the average man is on Main Street. And he got them! So that when you see the Baroness de Hedemann or General Lodijensky on the screen, remember you are looking at people who spent most of their life hobnobbing with real kings and queens.

Gloria shows us in the story that the life of a queen is not all that it's cracked up to be. Not that being a queen hasn't got its advantages, because it certainly has! On the other hand there are so many disadvantages that the average girl who sees the picture will be glad that she wasn't born to the royal purple! The photoplay will be on view for days at the Theatre beginning next

adapted to the screen by Frank Tuttle. Gloria has the role of a princess who secretly marries a brave young captain of the King's guards. Her father disregards this marriage which was performed by a gypsy and for her to marry the King. A son is born to her—the son of her guard man-lover. She confesses to the King that the child is not his. The result is that she is banished, the King proclaims the boy as his own.

How her overwhelming love for her boy leads to greater sacrifices, a desperate struggle for happiness with the one man whom she has not ceased to love and the final thrilling and satisfying ending are grippingly portrayed in a series of tense dramatic situations that tug at the heart strings.

Never has Gloria looked so beautiful or played her part with greater sympathy, sincerity and understanding. And that goes for the entire supporting cast which includes Ian Keith, George Fawcett, Mario Majeroni and many others. Allan Dwan has given the screenplay an extravagant production that is a light to the eye. Such entertainment as "Her Love Story" affords is mighty rare and should not be missed.

(Review No. 2)

Romance and royalty, love

gorgeous gowns, a warm, pulsating story, attractively filmed and expertly directed, and the center of all, surrounded by a tip-top cast. Gloria Swanson! These are the potent parts that go to make up an hour and a half's solid entertainment, and they are assembled in the photoplay, "Her Love Story" which was shown for the first time in last night at the Theatre. It will be many a day before the screen sees another story of such absorbing interest, tingling thrill and colorful backgrounds.

Mary Roberts Rinehart is responsible for the story which originally appeared in the Cosmopolitan magazine under the title "Her Majesty, the Queen," and Frank Tuttle adapted it to the screen. It concerns the life and love story of a fascinating little princess whose beauty attracts the attention of the King of a neighboring country. In spite of the fact that she is in love with another handsome captain of the guards, she is compelled to marry the King. Later she gives birth to an heir—the son of her captain-lover whom she had secretly married. Too honest to live a lie she tells the King the truth. From that point the picture develops several sensational situations which eventually lead to a happy ending.

Miss Swanson looks every inch a queen and gives a vivid characterization. Ian Keith is excellent as gallant guardsman and the rest of the supporting cast, including George Fawcett, Mario Majeroni and Donald Hall, are more than adequate in their respective roles.

The scenes amid the royal palace of the king's palace are lavishly mounted but Allan Dwan, the producer, very properly has made the story the dominating factor. If it is your business to see this one, you won't regret it!

(Page No. 3)

world does not know how the half lives. We were reminded of the truism last night as we watched "Her Love Story," starring Gloria Swanson, on the screen of the Theatre where the picture was shown for the first time. The average film fan, raised on fairy tale bed-time stories, has a hazy notion that the life of a princess is one continuous round of pleasure. Eventually, she marries a noble prince and lives happily ever after.

Gloria shows us in "Her Love Story" what happens to a princess who tries to marry the man of her choice. He isn't a prince but a princess he is everything that is and true and noble, and she loves him. She does marry him, without the consent of her father, and then the troubles begin. In absorbing fashion the plot unfolds the manner in which the lovers are parted, and the princess forced into an unhappy marriage with a dissolute King. You can't feel sorry for Gloria while at the same time you are subconsciously glad that you are living in a democratic country, free to love and whom you please.

Mary Roberts Rinehart wrote the original story.

What a gorgeous Gloria she was in this outfit! With her hand raised high she marched to the tune of a familiar wedding march right into the hearts of all who were privileged to watch the wedding scene of the picture. She will do the same thing for those who see her on the screen at the Theatre next when the picture opens a days' run.

And that's not the half of it! Ian Keith, George Fawcett, Mario Majeroni, Donald Hall and others play in the all-star supporting cast. Frank Tuttle adapted the story to the screen.

Gloria a Radio Fan—Portable Set Entertains Motion Picture Players While on "Location"

The latest form of entertainment for picture companies on location is the radio. Gloria Swanson has purchased a new portable radio set that is the last word in such instruments and while on location up in the hills near Kensico, New York, she and Allan Dwan and other members of the company producing "Her Love Story," spent their time between shots listening to what the ether waves had to say.

Another Paramount company addicted to radio entertainment while away from the studio was Irvin Willat's troupe engaged in making scenes on Long Island sound. This company, headed by Agnes Ayres and Antonio Moreno, killed two birds with one radio, however. "The Story Without A Name," which is the title for Arthur Stringer's story until some lucky person wins \$5,000 for finding a better one, deals with the radio, so the set used in the picture is utilized for two purposes—entertainment and a part of the picture background.

"Her Love Story," an adaptation of the novel, "Her Majesty, the Queen," by Mary Roberts Rinehart, will be the feature at the Theatre on next. Ian Keith, George Fawcett and others appear in the strong cast.

Six Members of Famous Russian Regiment, the Cossacks, Play in Support of Gloria Swanson in "Her Love Story"

Six Russian refugees, former members of the most dreaded of Europe's fighting forces, the Cossacks, appear in the Allan Dwan production for Paramount starring Gloria Swanson, "Her Love Story."

The men felt perfectly at home in their new surroundings at the studio as their work before the camera consisted of horse-back riding. The Russians are far from looking like the terrible creatures pictured in the exaggerated reports of their appearance and fighting methods. The men are all tall, but of rather slender build. Possessing soft voices and sporting carefully groomed moustaches, the "Terrors of Europe" might easily pass for harmless Frenchmen.

Ian Keith, George Fawcett head the big cast playing in support of the star in this production, adapted to the screen by Frank Tuttle from the novel and magazine serial, "Her Majesty, the Queen" by Mary Roberts Rinehart. The picture opens a days' run next at the theatre.

Gloria Lived Life of Gypsy Making New Picture

Gloria Swanson experienced the life of the gypsies during the production of "Her Love Story," an Allan Dwan production and Miss Swanson's latest Paramount production, which will be shown next at the Theatre.

As the Princess in the production, Miss Swanson, against the wishes of her father, the archduke, is secretly married by a gypsy. The no-account King of a neighboring country, to whom the archduke has offered his daughter's hand with the idea of so enriching himself, however, disregards the gypsy ceremony and makes the Princess his Queen.

From this point on the story builds to a mighty climax. Needless to say, the ending is a happy one.

Ian Keith is Miss Swanson's leading man in "Her Love Story," and there's a big cast playing in support, including George Fawcett and Mario Majeroni.

Gloria—a Character Reading

Gloria Swanson is a blue-eyed girl with a brown-eyed personality. This was discovered recently when an interviewer sat opposite Miss Swanson in the studio restaurant and stared into her eyes for an hour only to go back to his paper and write about her wonderful brown eyes. This fact, however, is not the only reason why the famous Paramount star is said to have a brown-eyed personality. A famous connoisseur of beauty, who met Miss Swanson recently, exclaimed when he saw her that if she had brown eyes she would be the most beautiful woman in the world.

She would not only be the best groomed woman in the world but also the most beautiful if she had brown eyes, according to the expert. Miss Swanson's light brown hair seems to demand brown eyes but nature deemed otherwise and she has a pair of searching blue eyes instead.

In her latest Paramount production, "Her Love Story," directed by Allan Dwan, appears more of the brown-eyed type than in any of her former pictures. The camera seems to understand the requirement of her brown-eyed personality because it photographs her eyes darker than they really are.

Miss Swanson Is "Pocket Edition of Venus"

According to the Baroness de Hedemann, a sure-enough noblewoman who plays the part of a lady-in-waiting in Gloria Swanson's new Allan Dwan Paramount production, "Her Love Story," the star is "a perfect pocket edition of Venus—a charming, delightful personality who reminds me of the most beautiful Princess of the time when flappers were not in vogue—Queen Marie, of Roumania. Miss Swanson has the same graceful rhythm and harmony in her movements, and the same unsophisticated mannerisms."

And if there's a bit of doubt in your mind about this why not take in the picture at the Theatre next ?

cett and Mario Majeroni head the strong cast, which includes, among others, Echlin Gayer, Sidney Herbert, Donald Hall, Baroness de Hedemann, Jane Auburn, little Bert Wales and Gen. Lodijensky.

"Her Love Story" is a pleasing romance in a colorful setting, with Gloria wearing more beautiful gowns than ever before. Gowns and Gloria are spoken of in the same breath, when the women folk see the delightful creations in this picture!

If you thought Gloria was good in "Manhandled," you surely can't afford to miss her in "Her Love Story." Everyone who has seen it declares it's away out and beyond any of her other productions. And to say a picture is better than "Manhandled" is saying something.

Distinguished Players in Gloria's Latest Film

Visitors to the Paramount Long Island studio who like the hob-nob with people with titles got the thrill of their lives recently while Allan Dwan was producing Gloria Swanson's latest production, "Her Love Story." He had a whole flock of men and women working for him in various scenes of the picture who lay claim to titles from Baronesses to officers in the Imperial Russian Army. They appear in support of the star and principal players, Ian Keith, George Fawcett, Echlin Gayer and Mario Majeroni.

When notified that he was to make "Her Love Story," which is a Mary Roberts Rinehart story of the Balkan States, Mr. Dwan ordered the casting director to get as many true types as possible for use in the production. Two days later Mr. Dwan had signed the Baroness Franziska de Hedemann, who spent many years in Roumania; Count Andre Tsapalos de Cernoviz, a Greek; Gen. Lodijensky, Majors Solihoff, Guirey and Natirboff, Captains Pankoff and Limansky and Lt. Maleff, all Russians who served in the Balkan States. The Baroness de Hedemann plays the role of Gloria's mother and also acted as adviser on all matters pertaining to court etiquette while Capt. Fred von Nansen, who was in the Austrian diplomatic corps stationed in Greece and Roumania, acted as technical director. The rest of the above mentioned have various parts in the picture itself.

"Her Love Story," adapted by Frank Tuttle from Mrs. Rinehart's novel, "Her Majesty, the Queen," opens a days' run next at the Theatre.

Clever Kid!

Berty Wales, the six year old youngster now playing the part of the Prince in "Her Love Story," the Allan Dwan production for Paramount which stars Gloria Swanson, made his professional debut three years ago on the stage in Charleston, Va., in an imitation of Gilda Gray and her famous shimmy dance. Later, the lad toured the United States and Canada as the leader of a jazz band composed of adults. Bert recently appeared in a number of benefit performances in New York City in which he led the famous Specht and Yerkes bands.

Bert's role in "Her Love Story" is his first big motion picture part. He appeared in minor roles in several films made in Canada and also played in the stage production of "Madam Butterfly."

"Her Love Story," with Ian Keith, George Fawcett, Mario Majeroni and other big names appearing in support of the star, comes to the Theatre next to remain for days.

"Her Love Story" Ends Run

The final showings of the Allan Dwan Paramount production, "Her Love Story," which opened at the Theatre on last, will take place there this afternoon and evening.

Gloria Swanson is the star of the picture, and Ian Keith, George Fawcett and others just as well known appear in the strong supporting cast.

The story is an adaptation of the novel and magazine serial "Her Majesty, the Queen," by Mary Roberts Rinehart and is said to be Gloria's best picture to date.

(Review No. 2)

Romance and royalty, love and the love marriage in settings of gorgeous gowns, a farm, pulsating life, attractively filmed and expertly directed, and the center of it surrounded by a tip-top cast—Gloria Swanson! These are the comment parts that go to make up an r and a half's solid entertainment, and they are assembled in one toplay, "Her Love Story" which shown for the first time in night at the Theatre. will be many a day before the en sees another story of such abbing interest, tingling thrill and rful backgrounds.

Mary Roberts Rinehart is responsible for the story which originally eared in the Cosmopolitan magazine under the title "Her Majesty, Queen," and Frank Tuttle adapted it to the screen. It concerns the and love story of a fascinating e princess whose beauty attracts attention of the King of a neighboring country. In spite of the fact t she is in love with another, a dsome captain of the guards, she compelled to marry the King. er she gives birth to an heir—the of her captain-lover whom she secretly married. Too honest to a lie she tells the King the truth. m that point the picture develops eral sensational situations which tually lead to a happy ending.

Miss Swanson looks every inch a en and gives a vivid characterion. Ian Keith is excellent as the ant guardsman and the rest of supporting cast, including George ycett, Mario Majeroni and Donald l, are more than adequate in their pective roles.

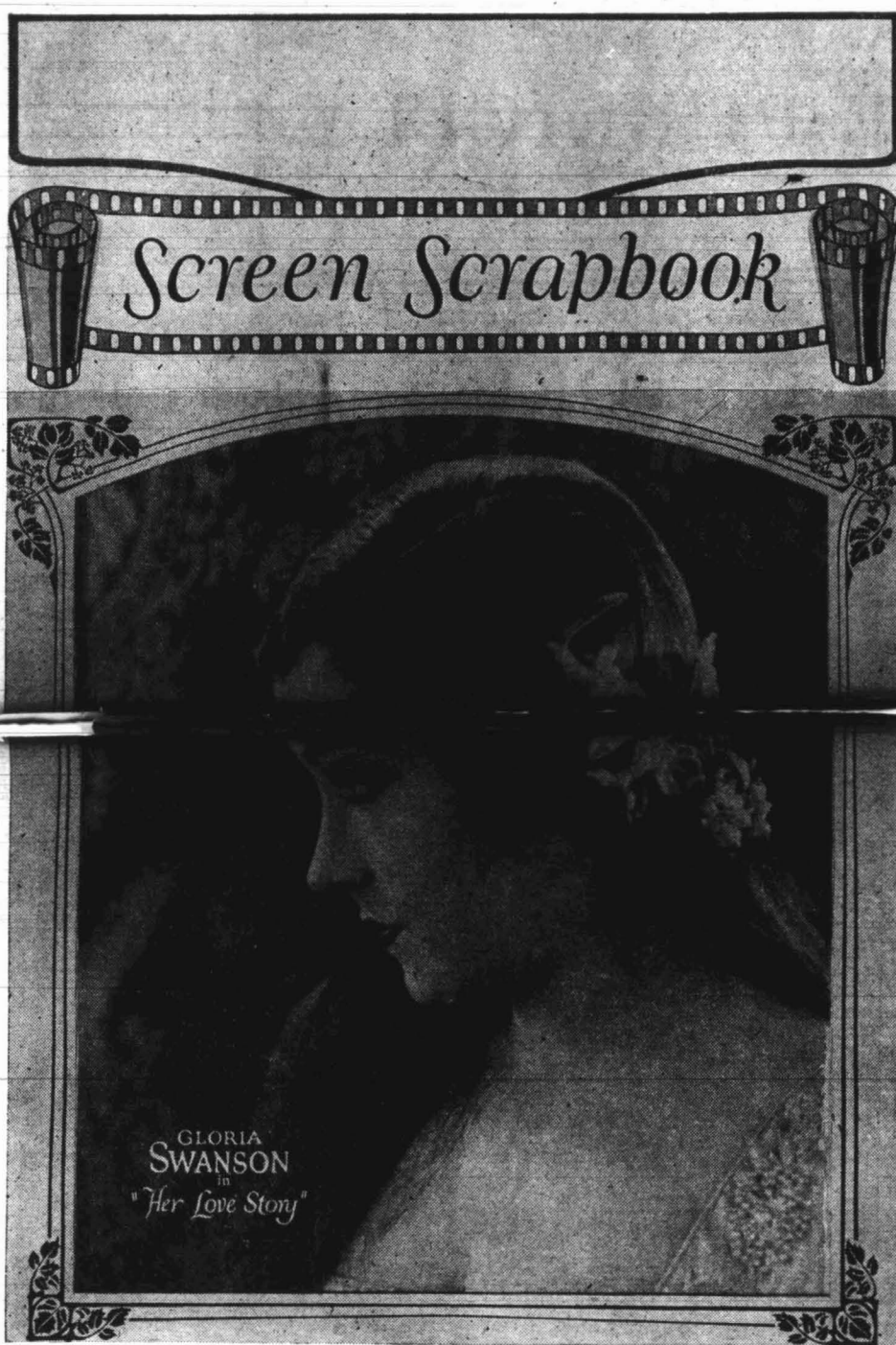
The scenes amid the royal pomp the king's palace are lavishly unted but Allan Dwan, the proer, very properly has made the ry the dominating factor. Make our business to see this one. You n't regret it!

(Part No. 3)

d does not know how the other lives. We were reminded of that m last night as we watched "Her Story," starring Gloria Swanson on the screen of the tre where the picture was being n for the first time. The average fan, raised on fairy tales and time stories, has a hazy notion the life of a princess is one conous round of pleasure. Eventu- she marries a noble prince and happily ever after.

Gloria shows us in "Her Love y" what happens to a princess tries to marry the man of her ce. He isn't a prince but to the cess he is everything that is good ue and noble, and she loves him. does marry him, without the con- of her father, and then her bles begin. In absorbing detail plot unfolds the manner in which lovers are parted, and the prin- forced into an unhappy marriage a dissolute King. You can't help ing sorry for Gloria while at the e time you are subconsciously t that you are living in a democ country, free to love and marry m you please.

Mary Roberts Rinehart wrote the final story.



Classy Four-Page Roto Magazine

Above is a greatly reduced reproduction of the new-style Roto Magazine cover. Actual size, 10½ x 14½ inches.

If this isn't a sure theatre-filler, we don't know what is. They'll eat it up, hook, line and sinker. And the tie-up possibilities!

See a sample at your exchange, and ask your local Ad Sales Manager to explain how you can make the blank space on the back cover pay the cost and more. A thousand for only \$7.50, and less in large quantities. Investigate!

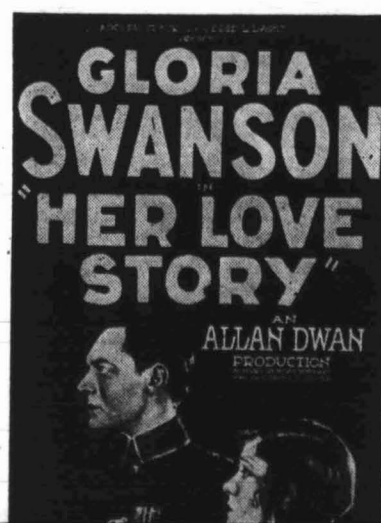


Colored Lobby Card (22" x 28")



Extra Material

Note the full line of advertising material on this production. Roto magazine, special herald, two styles of supplementary ads, midget cuts, window card, posters, etc. See 24-sheet poster on front cover.



Ad or Program Paragraph

Throbbing chapters in the life of a Princess—gorgeous thrill.

Her finest fashions, her greatest acting, her production, her crowning achievement—Gloria Swanson's "Her Love Story."

The story of a Princess whose forbidden romance rocked a kingdom.

A gorgeous Queen, gowned to the Queen's taste and shimmering silks—Her Highness, Gloria Swanson's "Her Love Story."

The secret romance of a Princess who fell for an officer of the King's guards.

From the fun-loving shopgirl of "Manhand" to the loving Princess of the Balkans—"Her Love Story" shows the greater side of Gloria's amazing versatility.

Behind the throne of a kingdom where royal power is won by politics, and not by love.

The love story of a girl who dared to love who was not duty, called.

Of all the love stories, real or fiction, "Her Love Story" is the greatest.

The drama of a girl in search of the happy ending—"Her Love Story."

Gloria as a Princess who learned that the crown doesn't run smoothly in royal castles.

Will the Prince of Wales ever marry an American? The answer in "Her Love Story."

A rich romance of royalty, based on Mary Renault's new story, "Her Majesty, the Queen."

The thrilling love-chapters of a girl who dared to defy the royal marriage mandate.

"Her Love Story" is an open book of the world of love.

Gloria as a real, honest-to-goodness Queen—a dainty dish to set before a King?

Would you change places with a Princess? See Gloria Swanson in "Her Love Story."

A peep into the palace of a King and the heart of a girl in love.

Childhood, womanhood, motherhood—Gloria Swanson shows the range of life in "Her Love Story."

The most fascinating story ever written by the author of "The Bat," "Long Live the King," "Twenty-three and a Half," etc.

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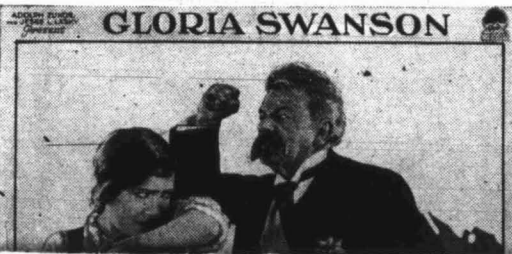
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SET OF EIGHT BEAUTIFUL COLORED LOBBY CARDS

Ask your local Ad Sales Man-
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proposition on 22 x 28 lobby
cards and frames!

Advertising Price List

NOTE: The prices quoted below are base prices only. The more advertising you buy, the less the individual costs. Ask your local Ad Sales Manager about Special QUANTITY PRICE CONCESSIONS.

Owing to duty additional transportation charges, etc., the prices quoted below do not apply to Canada. Get the Canadian price list from your exchange.

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One Sheet (1A and 1B).....	\$.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

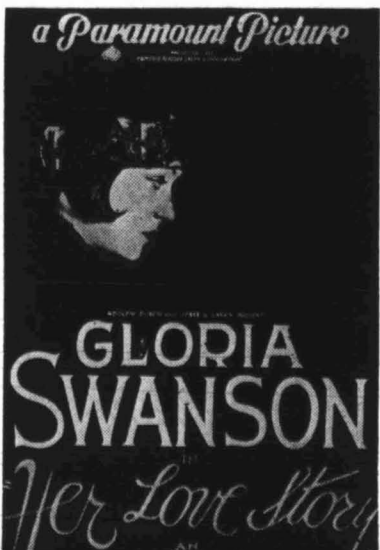
STAR CUTS OF GLORIA SWANSON	
One Column.....	.25
Two Column.....	.40
Three Column.....	.90
Circle Thumbnail (Coarse or Fine).....	.15

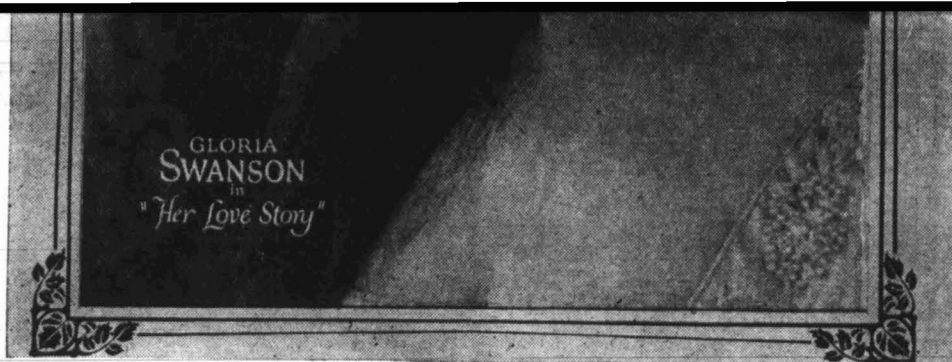
FOR NEWSPAPER ADS—ADVERTISING CUTS.	
One Column.....	.35
Two Column.....	.65
Supplementary (two column) (two styles).....	.25
Midget Cuts (each).....	.15

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION	
Herald, per thousand.....	3.00
GILT-EDGED FRAMES (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos.....	.10
Photogravure Magazine, per thousand.....	7.50

Trailers—National Screen Service
136 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.





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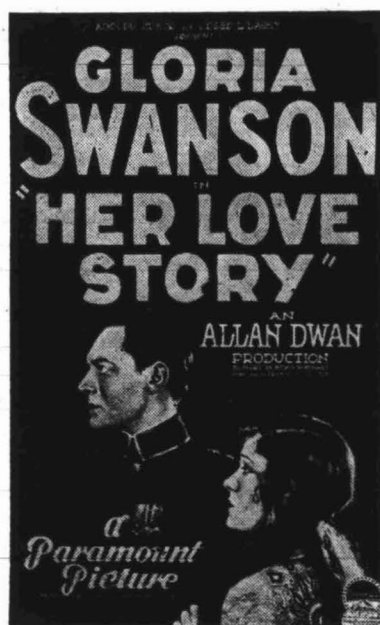
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Announcement Slide

Extra Material

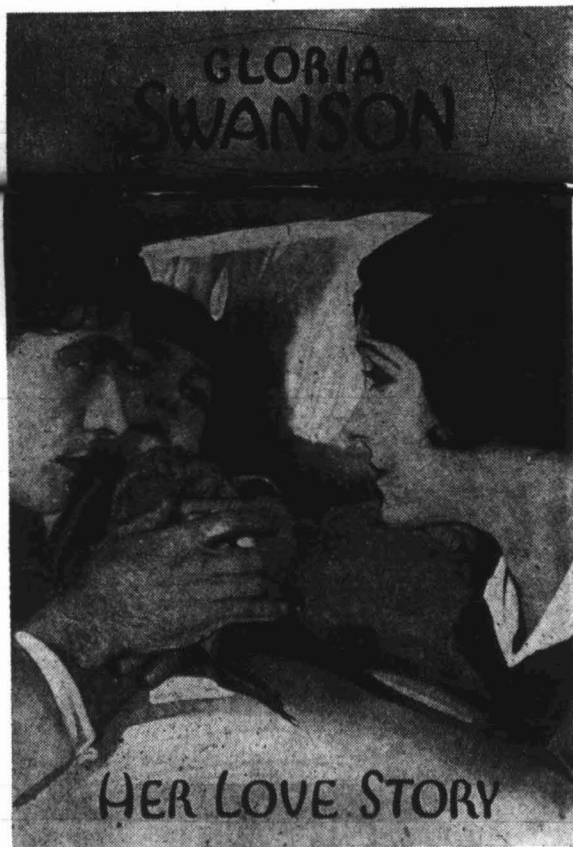
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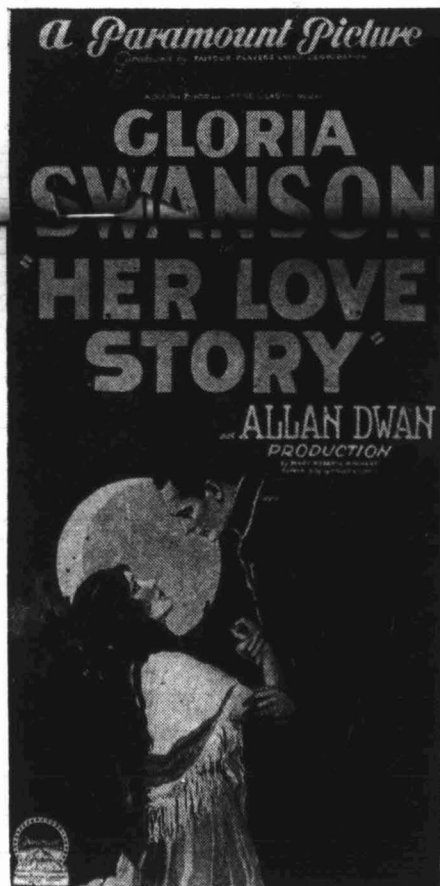
One-Sheet Poster 1A



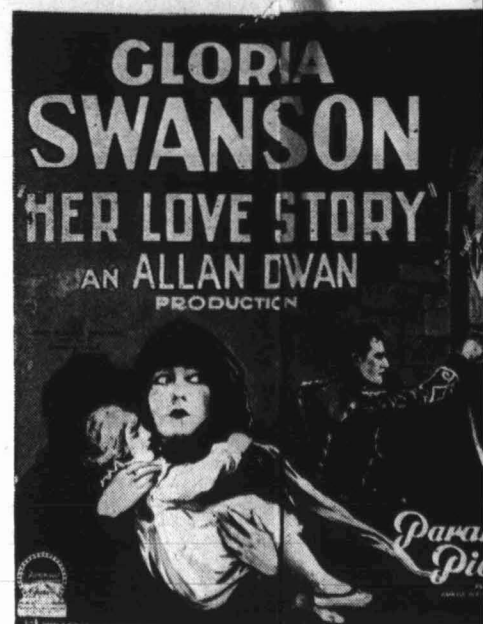
Colored Poster Card



Four-Page Colored Herald



Three Sheet Poster—3A



Six-Sheet Poster 6A

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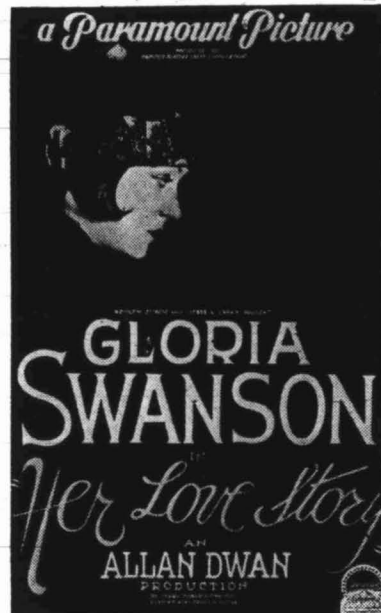
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Advertising Price List

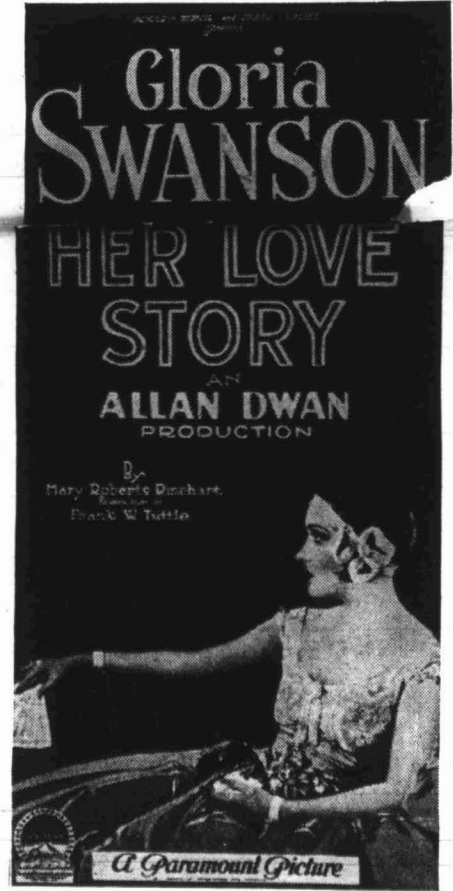
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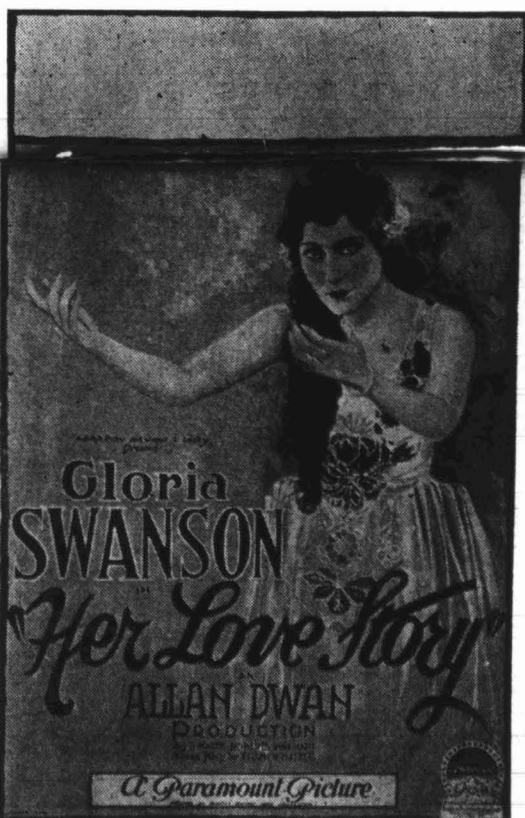
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284 Turk St., San Francisco, Cal.	
Press Books and Thematic Music Cues are gratis.	



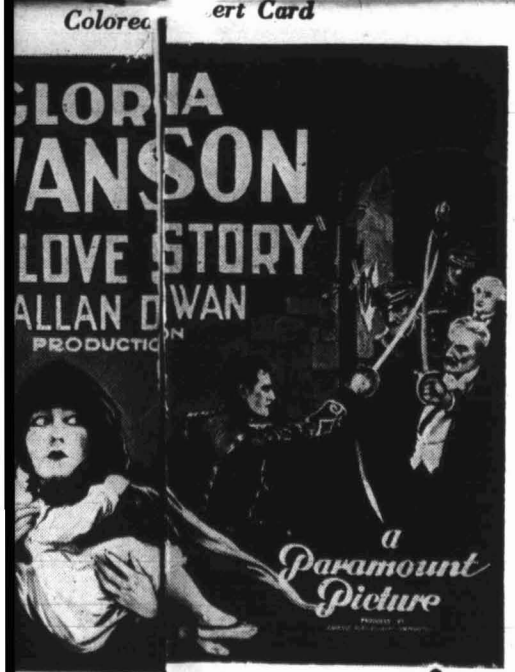
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Stunning Window Card



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